Kendra rationalisation of Rate Card to make it more attractive for advertisers /marketing agencies, improving the quality of content and presentation of channels, eliciting commercial income from other Government Departments for telecast of their programmes on DD Channels. Prasar Bharati has also intimated that it has started its own marketing set up to boost its commercial earnings.

UPSC advertisements to Urdu newspapers and periodicals

4882. SHRI AIMADUDDIN AHMED KHAN (DURRU): Will the Minister of INFORMATION AND BROADCASTING be pleased to state the names of Urdu newspapers and periodicals to whom advertisements of the UPSC were given through DAVP during the period 2000-2001 and 1st January, 2001 to 31 st December, 2002?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): Details of Urdu Newspapers/periodicals to whom UPSC Advertisements were issued by the Directorate of Advertising and Visual Publicity (DAVP) during the year 2000-2001 and 2001-2002 (from 01-04.2001 to 31.12.2001) are given as under :—

	Year 2000-2001	Year 2001-2002 (from 01-04.2001 to 31.12.2001)
Sl. No.	Name of the Newspaper/ periodical	Name of the Newspaper/ periodical
1.	Monsif, Daily, Hyderabad	Monsif, Daily, Hyderabad
2.	Rehnuma-e-Deccan, Daily, Hyderabad	Rehnuma-e-Deccan, Daily, Hyderabad
3.	Siyasat, Daily, Hyderabad	Siyasat, Daily, Hyderabad
4.	Desh Bidesh, Daily, Bhagalpur	Desh Bidesh, Daily, Bhagalpur
5.	Garam Hawa, Daily, Muzaffarpur	Garam Hawa, Daily, Muzaffarpur
6.	Halat-E-Bihar, Daily, Samastipur	Halat-E-Bihar, Daily, Samastipur

	Year 2000-2001	Year 2001-2002 (from 01-04.2001 to 31.12.2001)
Sl. No.	Name of the Newspaper/ periodical	Name of the Newspaper/ periodical
7.	Nawaid Subah, Daily, Patna	Nawaid Subah, Daily, Patna
8.	Qaumi Tanzeem, Daily, Patna	Qaumi Tanzeem, Daily, Patna
9.	Qaumi Awaz, Daily, Jammu	Sandesh, Daily, Jammu
10.	Sandesh, Daily, Jammu	Taskeen, Daily, Jammu
11.	Taskeen, Daily, Jammu	Pasban, Daily, Bangalore
12.	Pasban, Daily, Bangalore	Salar, Daily, Bangalore
13.	Salar, Daily, Bangalore	Nadeem, Daily, Bhpoal
14.	Nadeem, Daily, Bhopal	Aurangabad Times, Daily, Aurangabad
15.	Aurangabad Times, Daily, Aurangabad	Inquilab, Daily, Mumbai
16.	Inquilab, Daily, Mumbai	Hind Samachar, Daily, Jalandhar
17.	Urdu Times, Daily, Mumbai	Musalman, Daily, Chennai
18.	Hind Samachar, Daily, Jalandhar	Anwar-E-Qaum, Daily, Kanpur
19.	Musalman, Daily, Chennai	Awaz-e-Mulk, Daily, Varanasi
20.	Anwar-e-Qaum, Daily, Kanpur	In Dinon, Daily, Lucknow
21.	Awaz-E-Mulk, Daily, Varanasi	Mashriqi-Awaz, Daily, Gorakhpur
22.	In Dinon, Daily, Lucknow	Qaumi Morcha, Daily, Varanasi
23.	Mashriqi-Awaz, Daily, Gorakhpur	Rozana Safeer-E-Nav, Daily, Allahabad
24.	Qaumi Morcha, Daily, Varanasi	Siasat-Jadid, Daily, Kanpur
25.	Rozana Safeer-E-Nav, Daily, Allahabad	Aabshaar, Daily, Kolkata
26.	Siasat-Jadid, Daily, Kanpur	Akhbar-e-Mashriq, Daily, Kolkata
27.	Aabshaar, Daily, Kolkata	Akkas, Daily, Kolkata
28.	Akhbar-e-Mashriq, Daily, Kolkata	Azad Hind, Daily, Kolkata

Sl. No.	Year 2000-2001 Name of the Newspaper/ periodical	Year 2001-2002 (from 01-04.2001 to 31.12.2001) Name of the Newspaper/ periodical
29.	Akkas, Daily, Kolkata	Jadid In Dinon, Daily, Delhi
30.	Azad Hind, Daily, Kolkata	Milap, Daily, Delhi
31.	The Rozana Hind, Daily, Kolkata	Pratap, Daily, Delhi
32.	Jadid In Dinon, Daily, Delhi	Qaumi Awaz, Daily, Delhi
33.	Milap, Daily, Delhi	Farooqui Tanzeem Daily, Ranchi
34.	Pratap, Daily, Delhi	
35.	Qaumi Awaz, Daily, Delhi	
36	Farooqui Tanzeem, Daily, Ranchi	

Expansion of programmes by DDK, Ahmedabad

4883. DR. A.K. PATEL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is any proposal for improvement and expansion of the programmes being telecast from DDK, Ahmedabad;

(b) if so, the details thereof;

(c) the type of equipment installed in the present set up of DDK, Ahmedabad; and

(d) the total number of LPT working under DDK, Ahmedabad?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Yes, Sir.

(b) Prasar Bharati has informed that DDK, Ahmedabad has undertaken production and telecast of Daily Soap Operas depicting socio-economic life; serialized programmes on health, with participation of eminent specialist doctors; serialized programmes on the folk formats of Gujarat; programmes on freedom fighters.

(c) Prasar Bharati has informed that DDK, Ahmedabad is equipped with professional grade equipments like Studio Cameras; Beta Camcorders;